DebraBresnan.com

All the write stuff

Bios • Case Studies • Copywriting • Direct Mail • Features •
 • Marketing & Promotional Materials • Newsletters • Web Content •

Invoice

UCEDA, Inc.

Writing, editing, research, consultation

Social Media — Research, schedule, publish 43 posts
4 meetings with Suzanne
UFB website review & revision — ongoing
E-blast content for Woodstock Film Festival newsletter
Ad copy for Woodstock Film Festival
Tagline for Woodstock Film Festival booth exhibit
Media release (Jump Start/Ellenville)

(40 hrs. @ \$70/hr. = \$2,800.00)

Payment Due Upon Receipt: \$2,800.00

For work completed August 18, 2018 – September 19, 2018 Invoice #0611 Submitted 09.20.18

Please make check payable to: Debra Bresnan

Debra Bresnan • 105 Abeel Street, #1 • Kingston, NY 12401 USA Phone: 845.750.4708 • Email: debrabresnan@gmail.com

FOR IMMEDIATE RELEASE

September 17, 2018 Contact: oed@co.ulster.ny.us 845.340.3556

Ulster County Economic Development Alliance Announces Recipients of Jump Start Funds in Ellenville/Wawarsing

Ellenville Million Funds Will Be Used to Support New Puerto Rican Restaurant in Napanoch and Fitness Center/Gym in Ellenville

Kingston, NY—Ulster County Executive Mike Hein and The Ulster County Economic Development Alliance (UCEDA) announce the completion of the Jump Start Competition funded by the County Executive's innovative Ellenville Million initiative. Two businesses—Carmen's Sabor Latino and Humble Gym, Inc.—were selected from a pool of 20 applicants, and each will receive \$51,980 to fund the development of their businesses.

"We have implemented several successful projects for economic development purposes since 2015 when County Executive Hein established his nine component Ellenville Million fund," said Julie Cohen Lonstein, Chairperson of the Ulster County Economic Development Alliance, Inc. "One original component known as the 'Economic Development Fund' was renamed 'Jump Start Fund' to provide grants for developers and new business enterprises within the Village of Ellenville and the Town of Wawarsing. Our goal at the UCEDA has been to help the people and the economies prosper in these communities and to make funding available for new and growing businesses. We're very pleased to award Jump Start Funds to two new businesses, who plan to fill up to 15 new jobs and will offer distinct services to area residents."

Guidelines for the disbursement of the Jump Start Funds were established and applications were solicited beginning in March 2018. Twenty applications were received prior to the June 1 deadline and ten applicants advanced to the second phase of the competition, which required the submission of a concise three-year business plan by July 27. Applicants were encouraged to contact the Mid-Hudson Small Business Center for assistance with their preparation and presentation before the UCEDA Board members on August 23.

Following careful deliberations, the UCEDA Board voted on September 4 to split the funds remaining in the Jump Start component of the Ellenville Million to award Carmen's Sabor Latino and Humble Gym an equal sum of \$51,980 each to "jump start" their new business ventures.

Carmen Oquendo and Eric Abraham, employed respectively by Ellenville Central School District and the NYS Eastern Correctional Facility in Napanoch, will operate

their new restaurant, Carmen's Sabor Latino, out of a new building to be constructed at 1 Clinton Street in Napanoch. The lifelong Ellenville residents, who have raised their children in the area, have been active in many community projects and both work for Abraham's Five Star Landscaping business as well.

"Our restaurant fits in with the diverse mix of family-run businesses in the Village of Ellenville and its surrounding areas," said Oquendo. "Many in our tight knit and supportive community have expressed the need for a local Puerto Rican eatery so they do not have to travel to Middletown, Kingston or Sullivan County to enjoy the food they love. Our property is on a business highway district, which is a key location, and we anticipate serving the hardworking officers, teachers and medical staff who work at both Eastern and Ulster Correctional Facilities, Ellenville Regional Hospital, Ellenville Central Schools, and all our friends and the families who have lived here alongside us all our lives."

"We were very honored to have been selected," Oquendo added. "Since Eric and I were born and raised here, we've seen our beautiful community change, and receiving this funding really gave us a warm sense about how people are always trying to make it better. When we met with the people in the [UCEDA] office in Kingston, it was an amazing, warm and friendly feeling. I had been looking into grants and hadn't found anything—but the knowledge everyone carries in that office, and the resources they opened us up to, things I didn't even know existed, were life changing. The atmosphere there was so welcoming, and it was really nice to work with them."

Humble Gym, Inc., a new fitness center/gym, will offer weight training, cardio, stretching and personal training at a recently purchased building in the Village of Ellenville. Jump Start funding will be used to renovate and restore the building, and Humble Gym will be the only local facility that offers affordable fitness services to residents of Ellenville and nearby communities.

Following completion of building and renovation plans, both businesses anticipate opening their doors to serve the public by the end of the year.

For more information about Ellenville Million, please visit http://ulstercountyny.gov/economic-development/ulster-county-economic-development-alliance/ellenville-million.

10 posts

FEDERAL REGULATIONS: SMALL BUSINESS – 8/29 1:15 pm

https://www.sba.gov/offices/district/ny/new-york

The US Small Business Administration is hosting free Regional Regulatory Reform Roundtable discussions about federal regulations impacting small businesses. You can attend one in Poughkeepsie on September 13. #SBAgov #PokGrand

BUSINESS SKILL SETS: FASHION DESIGN, 3D SKETCHING INDUSTRY SECTOR: MANUFACTURING – 8/28/12 PM

https://artsmidhudson.org/workshops/

Do you dream of designing shoes, hats, handbags and other accessories? Learn to create 3D sketches to bring your ideas to life! #ARTS_midhudson

BUSINESS SECTOR: FILMMAKING - 8/31 2 PM

http://woodstockfilmfestival.org

Award-winning filmmakers Julie Taymor and Matthew Heineman will be honored at the 19th annual film fest! #WoodstockFilm #StockadeWorks #NYSFILM #HVFC #UlsterNY

BUSINESS SKILL SETS: GLOBAL INVESTMENTS, IMPORTING AND EXPORTING – 8/29 12:01 PM

https://esd.ny.gov/global-ny-tour

Considering exporting? Global NY representatives from foreign offices in Canada, Mexico, U.K., South Africa, Israel and China will be at SUNY New Paltz on October 19 to answer your questions. Schedule your one-on-one consultation! #EmpireStateDev #UlsterNY

BUSINESS SKILL SETS: CASH FLOW - 8/27 11:10 AM

https://www.score.org/blog/1-reason-small-businesses-fail-and-how-avoid-it

Five savvy tips to help you address and solve the risks of uneven cash flow.

BUSINESS SKILL SETS: PRODUCTIVITY - 8/30 12:00 PM

https://itunes.apple.com/us/podcast/secrets-of-the-most-productive-people/id1393035987?mt=2

Work smarter, not harder, and learn a few things from the pros.

REGIONAL BUSINESS SPOTLIGHTS (3 of them)

Pegasus – 9/1 12:01 PM Lucky – 9/2 12:01 PM Ohana – 9/3 12:01 PM

https://hudsonvalleyone.com/2018/08/10/pegasus-footware-marks-30th-year/

Pegagus Footware—with stores in Woodstock, New Paltz and Rhinebeck—celebrates 30 years of Ulster County business success! #PegasusShoes #UlsterNY

https://hudsonvalleyone.com/2018/08/21/a-lucky-change-in-saugerties/

Lucky for us, this sweet Saugerties business will continue to make its delicious treats under the stewardship of two longtime employees. #luckychocolates #SaugertiesScene #tasteny #UlsterNY

https://hudsonvalleyone.com/2018/08/18/new-hawaii-themed-eatery-opens-up-on-partition-street/

Can't make it to Hawaii this year? Taste crepes, fluffy pancakes and other favorites from the Islands right here in Saugerties. #SaugertiesScene #tasteny #UlsterNY

REGIONAL NETWORKING AND AWARDS - 8/31 1:15 PM

https://www.facebook.com/notes/ulster-county-regional-chamber-of-commerce/14th-annual-business-recognition-awards-announced/2086775061332770/

Please join us at Wiltwyck on October 25th to celebrate this year's Ulster County Chamber business awards winners! #UlsterChamber #CLUBWAKA #Honors_Haven #lgbtqcenter #WiltwyckClub

Additional hashtags will be inserted prior to posting.

INDUSTRY SECTOR: FOOD & BEVERAGE REGIONAL EVENT Scheduled for Monday, Sept 10 at 1pm PHOTO WILL BE INSERTED BOOST \$10

Ulster County food & beverage makers: Join 100+ vendors at this premier B2B Hudson Valley trade show on October 30! #tasteny #UlsterNY

REGIONAL AWARDS: WOMEN IN BUSINESS

Scheduled for Wednesday, Sept 5 for #WCW – Woman Crush Wednesday, weekly tributes to women everywhere, female role models) https://wedcbiz.org

September 14 is the deadline to nominate an exceptional woman business owner for WEDC's annual Lillian Vernon Award. #WEDCbiz #WCW

BOOK LAUNCH: SHOWCASING ULSTER COUNTY Scheduled for Saturday, Sept 8 at noon https://www.facebook.com/events/695623777471610/

Book launch and gallery exhibit at Keegan Ales for photographer John Fischer's "Ulster County: Discovering Home." Proceeds to benefit local non-profits. "#tasteny

NATIONAL TRENDS: AUTOMATION AND JOBS Scheduled for Tuesday, Sept 4 at 2:20 pm

#KeeganAles

https://www.fastcompany.com/90221230/these-jobs-are-safe-from-being-replaced-by-automation

Though 800 million people will lose their jobs to automation in the next 12 years, some jobs are safe—for now.

INDUSTRY SECTOR: MANUFACTURING Scheduled for Monday, Sept 10 at noon https://fuzehub.com/build4scale-ny/

The Build4Scale training curriculum by Dan Radmoski equips energy hardware innovators to work effectively with domestic manufacturers. Register today! #Fuzehub

INDUSTRY SECTOR: FILMMAKING Scheduled for Friday, Sept 7 at 1:15 pm

 $\frac{https://qz.com/work/1374722/ava-duvernay-sterling-k-brown-and-john-c-reilly-sign-a-petition-to-fix-hollywoods-wage-gap/$

Hollywood A-listers want to eliminate egregious wage gaps for industry professions largely dominated by women. www.ulsterforfilm.com #WoodstockFilm #NYSFILM #StockadeWorks #HVFC #UlsterNY

http://nyslovesfilm.tumblr.com/post/177492138713/fall-film-festivals-continue-in-new-york-and

Scheduled for Sunday, Sept 9 at 2:15 pm

The Woodstock Film Festival is an economic engine for the Hudson Valley/Catskills region—and a catalyst for inspiration and positive growth. Call Ulster For Film at (845) 340-3556 to make your next film here. #WoodstockFilm #NYSFILM #StockadeWorks #HVFC #UlsterNY

https://www.poughkeepsiejournal.com/story/news/2018/08/27/selena-gomez-bill-murray-adam-driver-danny-glover-jim-jarmusch-shoot-zombie-movie-ulster/1108576002/

Scheduled for Tues, Sept 4 – Evelyn plans to boost and connect with Mike Hein post as well

Star power in the Hudson Valley revs up the local economy—this time with Zombies! Call (845) 340-3556 to find locations and film production facilities in Ulster County. #WoodstockFilm #NYSFILM #StockadeWorks #HVFC #UlsterNY #JimJarmusch #MrDannyGlover

REGIONAL FEATURE: FOOD & BEVERAGE, LOCAL BUSINESSES Scheduled for Friday, Sept 7 at noon

http://www.grubstreet.com/2018/08/where-to-eat-hudson-valley.html

"Everybody gets local fresh ingredients, so it's all seasonal. We've had no problem finding awesome places to eat," says Sill CEO, Eliza Blank. #tasteny #grubstreet #EdibleHV #PhoeniciaNYS #hasbrouckhouse

(+ hashtags for The Sill, Grubstreet, HV, Sweet Sue's/Phoenicia, Butterfield at Hasbrouck House/Stone Ridge, The Spy/High Falls, etc.)

REGIONAL FEATURE: HUTTON BRICKYARDS Scheduled for Sunday, Sept 9 at noon

http://www.dailyfreeman.com/general-news/20180825/field-supply-high-end-craft-fair-to-return-to-hutton-brickyards-in-kingston-in-october

120 exhibitors are expected for Field + Supply's return to Hutton Brickyard on October 5-7.

REGIONAL FEATURE: CLEAN ENERGY, SAUGERTIES Scheduled for Thursday, Sept 6 at 2:45 pm

http://www.dailyfreeman.com/general-news/20180827/town-of-saugerties-now-a-clean-energy-community

Saugerties is the 4th town in "Net Carbon Neutral" Ulster County to be designated a "Clean Energy Community"—congratulations! #SaugertiesScene

SPOTLIGHT ON LOCAL STARTUP: uSTADIUM Scheduled for Saturday, Sept 8 at 1 pm

https://hudsonvalleynewsnetwork.com/2018/08/22/local-entreprenuer-gets-deal-with-hv-startup-fund/

Hudson Valley Startup Fund deepens its support for uSTADIUM, a social platform earning big points from nationwide sports fans. #johnnykickball #uSTADIUM

INDUSTRY SECTOR/CAREER NIGHT: MANUFACTURING Scheduled for Thursday, Sept 6 at 1:33 pm

http://events.r20.constantcontact.com/register/event?llr=gj59npwab&oeidk=a07efmzyo90f80c89b0

On October 4, The Council of Industry and Hudson Valley Manufacturers will host the 1st annual Manufacturing Career Exploration Night. Register your firm to participate today!

ALSO

Posted 090418

INDUSTRY SECTOR: FILMMAKING

http://woodstockfilmfestival.com/events/findingoscar.php

The Woodstock Film Festival and WacBiz are pleased to announce a special copresentation of the documentary Finding Oscar on Saturday, September 8, 2018 at 6:00 pm held at the Rosendale Theatre Collective. www.ulsterforfilm.com #WoodstockFilm #NYSFILM #StockadeWorks #HVFC #UlsterNY

Posted 090518

Casting Call – HV Casting for Shirley shoot at VASSAR: Shared post from Hudson Valley Casting with image

The feature film SHIRLEY is seeking college age looking women for THIS THURSDAY, 9/6, for all day shoot at Vassar College in Poughkeepsie.

NEEDED FOR 9/6/18 in Poughkeepsie NY

Woman over 18 YEARS to 25 years to play College age ON SEPT 6 all day... SAG-AFTRA BG rate \$170 for 8 hours... NO TATTOOS, NO UNNATURAL HAIR COLOR OR HIGHLIGHTS, NO SURGICALLY ALTERED EYEBROWS... natural looking for 1948 period film. Shorter or shoulder length hair is ideal

Send photos phone number and sizes to amyheidicasting@gmail.com College Sept 6 in the subject line. AND FILL OUT THIS FORM

Additional hashtags will be inserted prior to posting.

INDUSTRY SECTOR: FOOD & BEVERAGE Scheduled for Tuesday Sept 11 at 1:15 pm

http://upstatecapital.org/upstate-capital-event/future-of-food/

Food and agtech startups, farmers, investors, university faculty and other food industry enthusiasts will not want to miss NY's first conference dedicated to the innovation and entrepreneurship shaping the future of agriculture and food in the region. #HVADC #UpstateCapital

INDUSTRY SECTOR: FILMMAKING

Scheduled for Wednesday Sept 12 at 12:30 pm

https://gotham-magazine.com/ulster-county-film-festivals

As a regional festival, Woodstock Film Festival is a juggernaut in a county where the film production economy is exploding, thanks to the recent expansion of the Upstate Film Tax Credit program. Visit www.ulsterforfilm.com to get rolling on your Ulster County-based film project! #WoodstockFilm #HVFC #StockadeWorks #NYSFILM

REGIONAL FEATURE: MANUFACTURING, FOOD & BEVERAGE Scheduled for Saturday Sept 15 at noon

 $\underline{https://hudsonvalleyone.com/2018/08/30/reviving-the-ancient-art-of-cooperage-in-high-falls/}$

Quercus Cooperage makes 20 oak barrels a week and this distinctive old-school business is booming. Listen to John Cox here: https://www.youtube.com/watch?v=qepplQ5U0aE #nydistilled #tasteny

WAREHOUSING AND LOGISTICS SOLUTION: SPACE AVAILABLE Scheduled for Monday Sept 10 at noon

NewAudioUS has a large, climate-controlled warehouse with loading dock. 4,000 square feet available (cubic foot or pallet pricing) for receiving, storage, labeling, shipping and other logistics needs. Contact james@newaudious.com for info.

INDUSTRY SECTOR: AGRICULTURE FUNDING Scheduled for Monday Sept 17 at 1:15 pm

https://www.farmcrediteast.com/industry-support/agenhancement-grants.aspx

December 1 is the deadline for Northeast Farm Credit AgEnhancement proposals. Grants range from \$500 to \$10,000. Call (845) 340-3556 if you need help preparing your application.

BUSINESS SKILL SETS: LEADERSHIP Scheduled for Sunday Sept 16 at noon

https://www.fastcompany.com/90224915/why-you-should-stop-living-in-the-moment

Leaders have to balance their own personalities and proclivities with what their businesses need. Here's why mindfulness can be bad for business.

REGIONAL NEWS & EVENTS: NEW PALTZ MEET & GREET Scheduled for Thursday Sept 13 at 1:30 pm

https://www.oneepicplace.com/brainery-courses-calendar/

On September 25, the One EPIC Place co-working space in New Paltz will be kicking off its Brainery program of business courses and events with wine, chocolate and an opportunity to meet instructors. #OneEPICPlace

REGIONAL RESOURCES: RIDESHARING Scheduled for Friday Sept 14 at noon

https://511nyrideshare.org/web/511ny-rideshare-downstate

Sign up for free to share rides with others traveling the same route to work. Ulster County worksites are eligible to receive a monthly vanpool subsidy. #511NY_Rideshare

Additional hashtags will be inserted prior to posting.

REGIONAL FEATURE: THE ARTS, FILM INDUSTRY Scheduled post Friday, Sept. 21 at 2 p.m.

Read about Ulster County resident and jazz musician Bill Horberg's amazing career as a film producer—his credits include *The Talented Mister Ripley, Cold Mountain, The Kite Runner, Milk, Adventureland,* and *The Promise*—ahead of his October 5 solo show opening at Cross Contemporary Art:

https://hudsonvalleyone.com/2017/05/06/hollywood-producer-bill-horberg-sets-up-shop-in-kingston/ #WilliamHorberg #crosscontempart #WoodstockFilm #SaugertiesScene #SaugertiesChamberofCommerce

INSERT PHOTO

INDUSTRY SECTOR: SMALL MANUFACTURING, LOCAL Scheduled post Tuesday, Sept. 18 at 12:15 p.m.

It is always a pleasure to visit Caraway Tea in Highland and learn about the growing tea industry. If you don't already, drink tea! It is good for you—and for our local economy. https://www.carawaytea.com #carawaytea INSERT PHOTO

LOCAL FEATURE: KINGSTON/SAUGERTIES RESTAURANT Scheduled post Saturday, Sept. 22 at 12 p.m.

https://hudsonvalleyone.com/2018/08/29/long-live-the-dallas-hot/

One of Ulster County's most beloved institutions isn't going to the dogs anytime soon—they now have five locations. There are plenty of places to order yours with sauce and don't forget the cheesy fries! #tasteny #SaugertiesScene #SaugertiesChamberofCommerce #kingston_times

INDUSTRY SECTOR: FILMMAKING Scheduled post Wednesday, Sept. 19 at 1 p.m.

https://m.chronogram.com/hudsonvalley/studiofest-in-phoenicia/Content?oid=6076371

StudioFest, a new indie film festival-cum-competition kicks off in Phoenicia on September 21-23—and one director and one writer will win a \$30,000-\$50,000 budget to make a film. Competitors hail from Norway, NY, Las Vegas, Canada and Australia by way of LA. #NYSFILM #UlsterNY #PhoeniciaNYS

INDUSTRY SECTOR: CRAFT FOOD & BEVERAGE/MANUFACTURING Scheduled post Thursday, Sept. 20 at 12 p.m.

https://www.tastefruition.com

Fruition Chocolate Works has expanded its operations—and added a new viewing window—at its Shokan factory and tasting room (hours are posted on the website). Mark your calendar for November 3, from 5-8 p.m. when they will host a 7th Anniversary Open House & Tasting event featuring other local foodie/drink friends from Westkill Brewery, Tuthilltown Spirits, The Hudson Standard, ImmuneSchein, Cheese Louise and others. #TasteFruition #tasteny #ulsterNY

INDUSTRY SECTOR: AGRICULTURE, FARMING SITES Scheduled post Friday, Sept. 14 at 3 p.m.

http://ulster.cce.cornell.edu/events/2018/09/22/searching-for-farm-land-in-all-the-right-places

Learn how to start a new farming business, navigate agricultural tax laws and more. Deadline is today (Sept. 14) for required pre-registration—and only 8 spots are left for this September 22 session.

POSTED AT THE END OF WEEK PRIOR:

SEPTEMBER 14 – FRIENDS OF THE SENATE HOUSE FILM NIGHT – POSTED WITH PHOTO

Posted 091218 at 1:02 p.m.

Come to the Senate House this Friday evening at 6:30! Free showing of Guardians of the Galaxy Vol. 2. http://senatehousekingston.org

TASTE NY - two posts, both boosted

Edited by Evelyn to add URL 091018 at 1 p.m.

Ulster County food & beverage makers: Join 100+ vendors at this premier B2B Hudson Valley trade show on October 30! Vendor registration is open at https://www.eventbrite.com/e/hudson-valley-taste-ny-trade-fair-tickets-49188176159 #tasteny #UlsterNY

new post created on 091218 at 11:28 a.m.

https://www.eventbrite.com/e/hudson-valley-taste-ny-trade-fair-tickets-49188176159

Register today to participate as a vendor or interested business in the Hudson Valley Taste NY Trade Show.

INDUSTRY SECTOR: MANUFACTURING JOB Posted 091218 at 3:48 p.m.

https://business.facebook.com/job_opening/683148315396920/?source=attached_post_homepage_stream&_tn_=HH-R

Fair Rite Products is currently accepting applications for an Industrial Engineer position in Wallkill, NY. The selected individual will be responsible for finding ways to prevent waste and inefficiency in production processes.

This information was culled from several brainstorming ideas and then circulated for input:

UCEDA is purchasing new booth materials for use at upcoming business attraction conferences, including an 8 foot Curved Full Fabric Panel Kit to be used for the back of the booth and also as a "stand alone" that people can stand in front of to take selfies. It needs a saying at the top that will work in the back of the booth but will also work in a selfie.

The first line will be: ULSTER COUNTY, NEW YORK.

Here are a few options for tagline below:

#1 for Live, Work, Play
The Perfect Balance of Live, Work and Play
Perfect Live, Work and Play Mix
Power Trio—Live, Work and Play
The Upstate Power Trio—Live, Work and Play
The Perfect Place to Create A Live, Work and Play Balance
For Visiting, Living, Working and Playing
To live, work and play!

This option received the most positive feedback and was submitted for mockup on 09.18.18:

Top line: #UlsterForBusiness OR ULSTER COUNTY NEW YORK

Tagline: Where Work and Play are Perfectly Balanced

LOGO/PHOTO AT TOP:

Ulster County/Camera Ready starburst

TEXT

Are you considering making your next indie or major feature film here? Looking for diverse locations, experienced on-screen talent and an expert crew? Pre- and post-production facilities? All the amenities and services needed to keep everyone happy? Ulster County has it all—and with NYS Film Tax Credits of up to 45% (the highest in NYS), you won't find a more affordable place to bring your dream project to final cut. Check out UlsterForFilm.com, visit us at the WFF hospitality lounge or call (845) 340-3556 to get rolling today.

The Ulster County Film Office is a proud sponsor of the 2018 Woodstock Film Festival.

LINK AT END

<u>UlsterForFilm.com</u>